

DENTAL TRIBUNE

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News in Brief

CIC conference

One of the highlights of this year's Clinical Innovations Conference is a presentation by periodontist Dr Peter Galgut. The Clinical Innovations Conference (CIC) is being held at the Royal College of Physicians on 7-8 May. The talk, which is being supported by Philips Sonicare, will highlight the latest periodontal innovations to help patients achieve superior results. Dr Galgut qualified as a dentist in 1971, and gained an MSc with distinction in Periodontology in 1985. Subsequently he obtained the MRD (Membership in Restorative Dentistry) and also the MF-GDP from the Royal College of Surgeons of England.

James Hull winners

The James Hull Group has announced the winners for its annual awards programme. Peter Embling has been named as practice manager of the year. Sue Hall won dental nurse of the year and Pam Swales won receptionist of the year. Paul Dutton has been awarded employee of the year and Megan Howlett-Permain won the CEO's award. A spokeswoman for the James Hull Group said: 'Peter Embling's dedication to dentistry, his ability to develop and retain a very strong team, and his sense of humour have all earned him this well-deserved title.' The dentist chain also praised Sue Hall for 'her ability to turn her hand to anything in the practice and her ability to keep her cool under pressure, even when simultaneously offering management support to two practices.'

Harald Heymann returns

World-renowned expert Dr Harald Heymann returns to London on 16 July to lead a British Dental Association seminar on issues in adhesive and aesthetic dentistry. The 'bread and butter' issues of adhesive and aesthetic dentistry, which is part of the BDA's Clinical Expert Series, will consider the issues facing practitioners aiming to achieve consistent, long-term success in conservative aesthetic dentistry, beginning with an evidence-based overview of what works. The full-day seminar takes place on Friday 16 July at London's Novotel London St Pancras Hotel. Dr Heymann is professor and graduate programme director at the Department of Operative Dentistry at the University of Carolina in the USA. He is a consultant to the American Dental Association, the author of more than 180 scientific publications and editor-in-chief of the *Journal of Esthetic and Restorative Dentistry*.

www.dental-tribune.co.uk

News



Get the point

New research claims acupuncture can cut anxiety levels

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Practice Management



Ahh! Nostalgia

Jane Armitage remembers the 'good old days' of dental nursing

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Money Matters

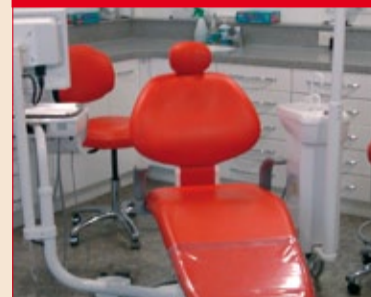


Green foundations

Andy Acton details why looking at your carbon footprint is vital for selling potential

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Special feature



No chips

From a windscreen repair shop to dental practice in a few steps!

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GDC to address FtP backlog

Additional funding agreed from reserves to help clear case backlog and ensure capacity for rise in Fitness to Practise investigations

The General Dental Council (GDC) has agreed an additional £5.3m of funding to its budget for 2010. The measure was agreed at its March Council meeting, it was also decided at that time to make the information public.

The GDC stated: "The GDC is financially stable, with circa £14m remaining in our reserves. The discussions at our last Council meeting were not around our financial stability, but around our desire to address some issues in the regulatory process such as Fitness to Practise."

The main reason for the additional funding is a £3.7m deficit in the money needed to bring the backlog of Fitness to Practise (FtP) investigations up to date. There was a 40 per cent increase in cases in 2009.

Currently, there are more than 850 cases in the system, of which roughly 180 are more than 12 months old. The GDC received 1,437 new cases in 2009, which represented a rise of 40 per cent on 2008. Of these, 1,249 (87 per cent) went to assessment and 852 were referred to the Investigating Committee (IC). The 852 IC referrals represent 68 per cent of cases assessed and 59 per cent of cases received. To deal with these, the IC met 25 times in 2009 and reached a substantive decision on 562 cases (some of those referred during 2009 were/

will be considered in 2010). This already shows a backlog of almost 300 cases for the IC alone.

In addition, data which had been extracted in July 2009 showed 16 cases which were more than 24 months old and had not been listed for a hearing and 11 which were between 18 and 24 months old and had not been listed.

The GDC reported: "Since 2007 we've seen six per cent more of our complaints coming from dental professionals themselves as well as a significant growth in complaints from the public. But the increase in complaints isn't just a trend within the GDC. Complaints figures relating to all NHS services in England went up by over ten percent between 2007 and 2009. We also clearly have more registrants now (who can be complained about). With more registrants it is inevitable there will be more costs involved in taking action if and when things go wrong. This drives a significant part of our activity and our cost base and we have to build our capacity to deal with this significant increase in the volume of work in our core regulatory functions.

The level of delay has been a cause of concern, as stated in the proposal document. It is clear that we are not currently dealing with all cases in a timely manner and that a new approach is needed. A significantly reduced

throughput time for all but the most complex cases is desirable in terms of both patient protection and fairness to registrants who are practising under the shadow of an allegation."

Chair of the Council of the GDC, Alison Lockyer, said: "We had a robust discussion at the last Council meeting about making this significant investment in improving our regulatory processes. This will help us address some of the Fitness to Practise issues which our CHRE 2009 review is likely to flag up. Making the investment now will put us in a better position to manage our cases more effectively. This is essential for those who are under investigation and to protect the reputation of all dental professionals."

Other issues facing the Council include:

- Regularisation of the staffing budget to recognise commitments made in 2009 - £708k
- Changes to meeting profiles of Committees and associated arrangements commissioned by this Council - £589k
- Proposals for tackling the challenging backlog of Fitness to Practise allegations where there is the experience of a 40 per cent increase in volumes in 2009 - £3,719k
- Recruitment of replacement Legal Advisers for Hearings - £10k
- Revalidation project funding - £250k
- Overseas Registration Exam budget regularisation - £170k
- Registration proposals (part head count/part projects) - £170k
- Customer Advice and Information Team capacity - £57k
- Finance related projects (x3) - £92k
- Changes to the priorities and the restructuring for the External Relations team - (£270k)

The implications for the future financial position of the GDC will include a look at raising the Annual Retention Fee by £80-£100 and the use of 'hot-desking' in the Council offices to maximise office capacity. DT



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Acupuncture can help dental phobes

People suffering from phobia could be helped by acupuncture, according to new research.

The study found that five minutes of acupuncture treatment in the top of the head cut anxiety levels by more than half.

Twenty people with an average age of 40 took part in the research, published in the journal *Acupuncture in Medicine*.

All had suffered from fear of the dentist for between two and 30 years.

On previous visits to the dentist, three patients had had to have general anaesthetic, while six others had needed

sedatives. In 14 cases, the treatment had to be cancelled because the patient could not go through with it.

The patients received the acupuncture from their own dentists, who are all members of the British Dental Acupuncture Society. They had acupuncture needles inserted into their heads at acupuncture points GV20 and EX6, which have been reported to aid relaxation.

Using a well-known anxiety reporting scheme, the Beck Anxiety Inventory (BAI), the patients' levels of distress were measured. Scores fell from 26.5 to 11.5 after acupuncture and all 20 patients were able to undergo treatment.

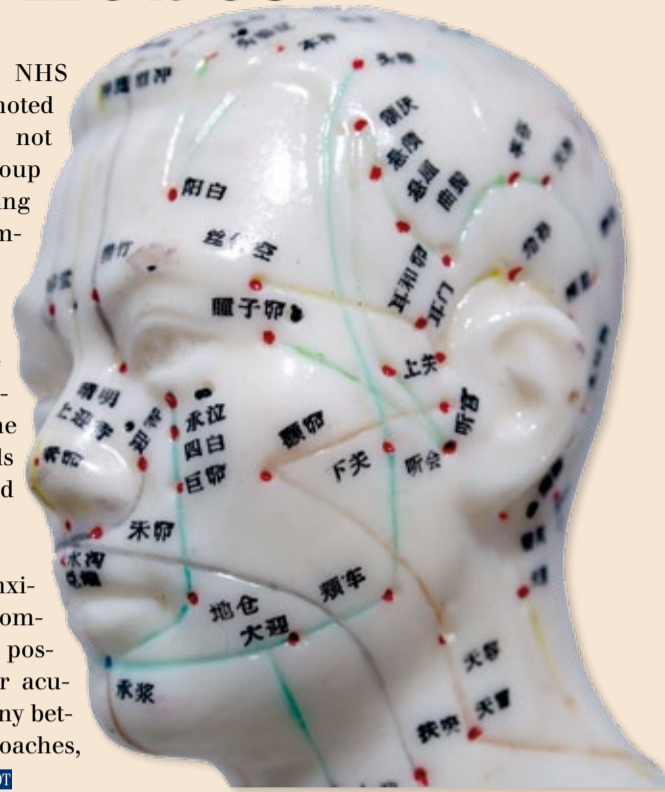
Statistics suggest that, in western countries, phobias afflict seven to 15 per cent of the population and that women are twice as likely to suffer from a phobia as men. However, as many people do not feel comfortable talking about their phobias, it is thought that this figure could be a lot higher.

Dr Palle Rosted and colleagues from Weston Park Hospital in Sheffield and other centres in the UK and Denmark carried out the research. They said more studies are needed but concluded 'acupuncture prior to dental treatment has a beneficial effect on the level of anxiety in patients with dental anxiety and may offer a simple and inexpensive method of treatment'.

However, the NHS Choices website noted that the study did not include a control group of people not receiving acupuncture to compare against.

This made it difficult to determine whether any reduction in fear seen in the treated individuals would have occurred naturally over time.

As no other anxiety treatment was compared, it is also not possible to say whether acupuncture would be any better than other approaches, such as hypnosis. **DT**



Changes for dental therapists and hygienists

Dental therapist and hygienists are to be allowed to administer local anaesthetics and supply fluoride supplements, under new changes.

The Medicines and Healthcare Regulatory Agency (MHRA) is to allow dental

therapists and dental hygienists to perform new functions under a Patient Group Direction.

These are the administration of local anaesthetics plus the sale, supply or oral administration of fluoride supplements and toothpastes with high fluoride content.

The Department of Health hopes to make the necessary amendments to the Medicines Act 1968 within the next three months.

Kevin Lewis, dental director for the indemnity and risk management advisers Dental Protection, welcomed the change

and said: "As an organisation, that is very much at the heart of the profession, Dental Protection has long been aware of the frustration and dento-legal danger created for dental hygienists

and dental therapists created by existing legislation. I am delighted to hear from the chief dental officer that this unintended consequence will soon be removed." **DT**

Clinical Innovations Conference

Education and training provider, Smile-on, is hosting this year's Clinical Innovations Conference, along with the AOG and the Dental Directory.

Now in its seventh year, the Clinical Innovations Conference (CIC) will be held on the 7-8 May at the Royal College of Physicians in Regent's Park, London.

Promising to be the biggest conference yet, the CIC programme has been put together in consultation with a

panel of international experts with the aim being to update participants on new technologies, materials and techniques in dentistry.

The 2010 conference will host a line-up of highly prestigious international speakers alongside exhibitors offering the latest dental technologies from around the world.

A spokeswoman for Smile-on said: "Together with the AOG we have brought together an impressive programme that will be both

inspirational and motivating, preparing your practice for the future and ensuring that you too are at the leading edge of dentistry."

After the success of last year's CIC, the Clinical Innovations Conference is growing and the 2010 conference is expecting delegate numbers in excess of 300 highly motivated dentists who are passionate about learning.

For more information call 020 7400 8989 or email info@smile-on.com. **DT**

Clinical Innovations Conference website

Course in sports dentistry

The UCL Eastman has joined forces with the London Sports Institute of Middlesex University and is offering a course for dentists wishing to treat athletes.

The course will be made up of lectures, seminars and clinical sessions along with practical and laboratory skills.

It will explore:

- The recognition of neurological injury
- Healing of hard and soft tissues to include suturing
- Stress and TMJ dysfunction

- Tooth surface loss and the relationship with sporting activity
- The aetiology, prognosis and treatment of dental and maxillo-facial trauma

In addition to the dental and maxillo-facial subjects, there will be lectures and demonstrations on sports physiology, psychology of sports injury, diet and nutrition, therapeutics and drugs in sport plus medico-legal aspects of dental injuries.

The course may be taken as either an optional module



Sport courses in dentistry

of the Restorative Dental Practice programme, or as a stand-alone course.

For further information or to register for September 2010, please contact the programme administrator on 020 7905 1281 or visit www.eastman.ucl.ac.uk/cpd. **DT**

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Editorial comment

Going up in smoke

So the General Dental Council is dipping into its reserves to the tune of £5m to get through the backlog of Fitness to Practise cases sitting in its case files. This is not the only reason for the funding; Revalidation, Overseas Registration Exam regulation, Customer Advice and Information Team capacity... many of the facets of the GDC's regulatory role need additional funding to cope with the rise in demand of the GDC's services.

It is good also that the GDC has decided to share this fairly critical set of documents with the public and practitioners – it gives an air of transparency to an area of the Council's operations that can be given to rumour and conjecture.

Of course the document does not give happy reading that one of the ways in which the GDC will have to fund in the future is to raise the Annual Retention Fee (ARF) by up to £100 for dentists (DCPs are not specified in the document). In these cash-squeezed times, anything extra that has to be paid out will be unpopular; the flip side is of course that dentists have had the ARF frozen for the last couple of years.

Interesting times indeed for 37 Wimpole St.

As you read this I will be (volcanic ash permitting) acclimatising to the Tanzanian

Erratum

Dental Tribune has received comment from Ingenious Media regarding the recently published column "A sensible alternative", by Michael Lansdell (DT; Volume 4, Issue 6 pg 24-25).

Ingenious was the company featured in the Mail on Sunday article of 14 February to which Mr. Lansdell refers. There are two major errors in his piece to which they object:

1. Mr Lansdell refers to "the Inland Revenue's position ... [that] the arrangement was principally aimed at tax avoidance". This is untrue. It is the job of the HMRC to distinguish between bona fide trading businesses and schemes aimed at simply exploiting tax benefits. As a matter of routine, all of our businesses are subject to rigorous scrutiny and have been found to have been operated in the proper manner. In particular, we have consistently demonstrated that investors have claimed correctly for any losses that they have incurred. Given our track record, we are completely confident that HMRC will agree that we look to make successful films and that our film businesses are carried out on a commercial basis with a view to profit.

2. Mr Lansdell goes on to state that "the firm that developed the scheme had problems of its own ...". Again, Mr Lansdell has got this wrong, confusing Ingenious with another company mentioned in the piece (Vantis). Apologies for any confusion caused. DT

weather and beginning my trip to the village of Bukumbi to renovate a community centre and provide support for the charity Bridge2Aid with colleagues from Schulke UK and Henry Schein Minerva. It is a strange feeling having to mentally (and packing-

ly) prepare for a trip that would be the experience of a lifetime, whilst having to hear about the doom and gloom of yet more delays in the reopening of the airspace. I have friends 'stuck' (being trapped in New York doesn't sound much like stuck to me!) all over the world and I have been hearing stories of dental practitioners forced into expensive trips via hired cars and Eurostar (and don't forget the poor unfortunates who are stranded

in Singapore after IDEM last week!). In fact the only winners seem to be the temp agencies that are doing a roaring trade in providing cover!

Anyway, back to Bukumbi. There is still time to support me and the team - go to www.just-giving.com/bukumbi-bound. And keep a look out for my reports from Tanzania after I get back! See, ever the optimist... DT

Do you have an opinion or something to say on any Dental Tribune UK article? Or would you like to write your own opinion for our guest comment page?

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Dentist 'still poses risk to patients' - GDC

A dentist who refused to give a woman gas during surgery still represents a risk to patients, according to the General Dental Council.

David Henthorn told the woman she needed to have her teeth pulled out, but refused to give her gas during the procedure, despite her asking for it.

Henthorn failed to notice the patient's 'severe' loss of tissue and gum disease, despite her making frequent visits to his practice in Slack's Lane Heath, Charnock, Lancashire.

The patient told the General

Dental Council (GDC), that her gums became 'baggy' in 2001 and abscesses appeared in June 2002.

In May 2007, the woman changed practices after Henthorn refused her requests for sedation.

She then had to have nine teeth removed, the GDC heard.

In July 2008, Henthorn was only allowed to work subject to conditions, after being criticised for 'gross negligence'.

However at a new hearing Jason Leitch, chairman of the GDC tribunal, said the dentist still represented a risk to patients. He said:

"The committee has determined that it is necessary for the protection of the public and in your own interests that your conditional registration should continue."

He then re-imposed 10 conditions on his practice for a further year.

These include informing the GDC of any professional appointment, allowing it to exchange information with his employer, providing the council with contact details of any colleague prepared to take on his practice and notifying the GDC of any formal disciplinary proceedings taken against him. **DT**

Multi-media dentist guide

People in Scotland looking for information on NHS dentists can now go to a website or watch a DVD available in 17 different languages.

The new multi-media NHS services guide has been launched to raise the profile of all the major services offered by NHS Scotland.

The 'How to use the health service in Scotland' initiative comprises of a website, online videos and resources and a DVD, available in 17 differ-

ent languages including British Sign Language, giving information about dentists, family doctors, opticians, pharmacists, and out of hours services.

There is an introduction which contains some important general information, and a short section on how to give comments, whether good or bad, about services.

Nicola Sturgeon, the Cabinet Secretary for Health & Well-being said: "Our aim is to put patients at the heart of the NHS and make them partners in



How to use the health service in Scotland website

their own care. Initiatives like this will help us achieve this. Good patient care depends on understanding patients' needs and effective communication is key to this." **DT**

Memory decline research

BREAKTHROUGH scientific research has suggested there could be a link between having a low number of teeth and poor memory.

The study, specifically related to memory decline, examined the participant's from a series of cognitive assessments and their ability to recall words.

The results showed that people with fewer teeth scored lower than those with more teeth in the first examination and declined far quicker after further testing in later years.

Chief Executive of the British Dental Health Foundation, Dr Nigel Carter, says this study adds to a growing list of evidence of the wide ranging systemic links relating to poor oral health.

Dr Carter said: "Heart disease, strokes, diabetes, lung disease and pre and low weight babies have all been found to be linked with poor dental

health. This latest research could highlight yet another worrying risk factor of having poor oral health."

Participants were aged between 75 and 98 years old and were mostly of a high educational background - 85 per cent had a bachelor's degree or greater while 88 per cent were teachers by profession.

They were assessed by the Delayed Word Recall test, which involved the subjects being presented with ten words, waiting five minutes and then testing them for how many they could remember.

Each participant had their score recorded in three consecutive years.

Results showed that participants with more than ten teeth achieved an average recall of 5.5 words at age 75, while those who had less than nine teeth only averaged three. By

the age of 90 those who had more than ten teeth still averaged 5.5 words, however, those who had between zero and nine teeth fell dramatically and could only average a recall of less than two words.

Low levels of education were also associated with missing teeth. While only 14 of the 144 participants were of a lower education, 86 per cent of these individuals had less than nine teeth, compared the 30 per cent of those with a better education.

The study was conducted at the University of Kentucky in America with lead author Pam Stein and published in the *Journal of Dental Research*.

They also managed to establish a link between a low number of teeth and a person's genes.

It has previously been proved that gum disease is the major cause of tooth loss in adults. **DT**

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GDPUK launches dental exhibition website

GDPUK, a website for dentists wanting to share ideas and information, has recently added a dental exhibition review section to its site.

Everyone who is working within the dental arena, including the exhibitors at the events, who are registered on GDPUK, can access the section, Dental Show Reviews.

The section has information about dental exhibitions and conferences and dental professionals can compare key aspects using a simple star rating system.

The site benefits from being an independent source of information.

Exhibition visitors will be able to rate the events on an ongoing basis so comments will always be up to date and relevant.

Information provided by organisers, the quality of speakers, general organisation, value for money and usefulness are amongst the aspects that are rated.

Tony Jacobs, owner of GDPUK, a practising dentist



Visit the website to vote on www.dentalshowreviews.co.uk

appeal to different people depending on type of practice, specialist area or if seeking new equipment for the practice or laboratory.

“This online service helps members of the team to select the event most suitable to their needs and give preference to the events rated highly.

“We all have to ensure that if we take time out of the practice, it is vital to get the maximum return and making a wise choice about the dental event to attend is the only way of assisting this.”

Anyone rating a dental event that they have recently attended, will be entered into a draw to win an iPod Nano!

It takes only a few minutes to register free on the site, visit www.gdpuk.com to register and <http://www.dentalshowreviews.co.uk> to vote. **DT**

New diagnostic tool to help early detection of oral cancer

A new diagnostic tool to help detect oral cancer in its early stages has successfully been developed by researchers.

The highly-receptive instrument, which looks similar to a toothbrush, is able to achieve

extremely accurate results by lightly touching a lesion on the tongue or cheek.

Trials carried out on the nano-bio-chip sensor showed it was 97 per cent ‘sensitive’ and 95 per cent specific in detecting which patients had malignant

or premalignant lesions – results that compared well with traditional tests.

Chief executive of the British Dental Health Foundation, Dr Nigel Carter, has welcomed the new technology into the dental practice.

Dr Carter said: “Mouth cancer is a deadly and debilitating disease that would greatly benefit from such early diagnostic technology as the nano-bio-chip.

“Currently the best chance of beating the cancer comes from early detection, which improves survival rates to 90 per cent.

“Mouth cancer is a potentially fatal condition that is taking more lives each year. Without early diagnosis, chances of survival plummet to 50 per cent.”

If introduced, the brush could be used by dentists while treating patients in the dental chair during a regular appointment.

The minimally invasive technique would deliver results in 15 minutes instead of several days, as lab-based diagnostics do now, and offer an alternative to often invasive, painful biopsies.

A larger trial involving 500 patients has been planned, while

researchers hope the eventual deployment of nano-bio-chips will dramatically cut the cost of medical diagnostics and contribute significantly to the task of bringing quality health care to the world.

In the United Kingdom, approximately 5,000 people are diagnosed with mouth cancer each year, claiming the lives of almost 2,000, making it the UK’s fastest growing cancer.

Mouth cancer has previously been found to be more common in men than women and people over the age of 40, though an increasing number of women and young people are developing the condition.

The new nano-bio-chip was developed by Prof John McDevitt and his team at Rice University in Houston, Texas.

The study appeared online in the journal *Cancer Prevention Research*. **DT**

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Rice University Professor John McDevitt holds the LabNow device to read nano-bio-chips that will look for signs of oral cancer and other diseases

Pensioner banned from dental surgery for life

A pensioner has been banned from a dental surgery for life, after he left a hoax bomb outside the surgery.

Peter McShane, aged 84, put a ticking clock inside a box with wires showing and left it outside Bush Street dental surgery in Pembroke Dock in Pembrokeshire. Police closed off the area and evacuated nearby residents from their homes. The box was destroyed in a controlled explosion.

McShane, who lives very close to the surgery, was among those who were asked to leave their homes, yet he still did not tell the police that the bomb was in fact a hoax.

He was caught on CCTV camera and he admitted to leaving the

Murder trial

A dentist and his ex-lover, who have been charged with murdering their partners nearly 19 years ago, have been sent to the crown court for trial.

Colin Howell, 51, and Hazel Stewart, 47, appeared at North Antrim Magistrates' Court in Coleraine, Northern Ireland, and were told they will be tried for murder at Antrim Crown Court.

The trial is expected to go ahead later in the year.

Howell and Stewart, have been charged with murdering his wife Lesley, 51, and Stewart's husband, 51, in May 1991.

Their bodies were found in a car filled with exhaust fumes at a garage behind a row of houses in Castlerock, Co Londonderry.

Howell, who once ran a dental implant clinic in Ballymoney, Co Antrim, has been in custody since his arrest and was sent back to Maghaberry Prison, near Lisburn.

Stewart was granted continuing bail but she must report daily to police in Coleraine. She has already handed over her passport.

Howell was known as a top implant specialist. He did a lot of lecturing in the Middle East and was hired by King Abdullah II to teach his own team of dentists the latest techniques. **DT**

hoax bomb and vandalism when he was arrested.

Swansea Crown Court heard that the hoax bomb was the latest in a string of attacks on the surgery, after being charged

£187 for dental work in 2007. The money was later refunded to him by the surgery, but he still carried out the revenge attack.

His barrister, Georgina Buckley, said he was 'extremely re-

morseful' and added that he had not fully appreciated what he was doing and was shocked by his behaviour.

McShane received a 54-week suspended jail sentence and a curfew order.

Judge Keith Thomas called him a vindictive man 'determined to get his own back on people who had upset him'.

The judge said the offences would normally attract a prison sentence, and it was only because of McShane's age that he was agreeing to suspend the jail term.

McShane was also placed under a 12-month supervision order, banned indefinitely from visiting the dental surgery, and also placed under a curfew between 8pm and 8am for the next three months. **DT**

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The perfect learning solution

Dental Tribune catches up with online MSc student Elaine Halley

Believe it or not, three months on and I am still enjoying the studying! The format of the course is that lectures can be viewed live with a live webcam of the lecturer and the opportunity to type in the 'chat' box

questions either during the lectures or at breaks. I have only attended a few lectures live – mostly due to conflicts of schedule. The lectures are posted on the web a few days later to be viewed at our leisure. They can then be paused at

any point to give you time to write notes or copy down a slide – there is a running time on the footnote which allows you to note down where you are in a presentation if you are interrupted and have to re-start later. The perfect solution

for distance learning amidst a hectic lifestyle.

So, inspired by the looming date for handing in my first assessments, I have been on a crash course of catch-up. So far, we're in Unit 1 – we've

covered Anatomy, Basic disease processes, Diagnostics in perio, endo and caries detection, foundations of occlusion and foundations of material science. We have had a variety of lecturers from Manchester and beyond – including Peter Galgut on perio, Prof Nigel Pitts from Dundee on caries and Prof David Watts from the University of Manchester on dental materials. Each webinar is accompanied by critical reading which for the most part can be accessed very easily using the University of Manchester library. The library remote access is really slick, and I have been able to create a VPN link (which means virtual private network) so that I can download and print articles. The technical helpdesk assistance has been outstanding although my bill for printer ink has more than trebled!

At this point, I am (still!) a few lectures behind but I have spent an enormous amount of time in the last few weeks catching up on reading and lectures. It is amazing how many hours can whizz by when you are sat at a computer with headphones on and a notebook & pen by your side – even 10-minute bursts between patients, or whilst the tea is cooking or even after the kids are in bed. 'Mummy's doing her homework' is becoming a familiar tune in our house.

Part of the final mark for the course is made up from continuous feedback from each webinar – and there are self-assessment quizzes to take on-line to assess your understanding. The Msc website keeps a log of all your completed and incomplete tasks, so there is a certain satisfaction to completing reading, the webinar, the feedback and the self-assessments – four items ticked off the list! My only complaint is that some of the self-assessments aren't working, which is frustrating but due to a technical glitch.

Still – I have five questions to answer in only 200 words each for 20 marks before next week. I've worked out that's 10 words per mark – not much room for waffling on then..... better get to it! [DT](#)

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About the author



Elaine Halley BDS DGD (UK) is the BACD Immediate Past President and the principal of Cherrybank Dental Spa, a private practice in Perth. She is an active member of the AACD and her main interest is cosmetic and advanced restorative dentistry and she has studied extensively in the United States, Europe and the UK.

Ten reasons to be at Clinical Innovations

Dental Tribune looks at some of the reasons why this year's CIC should be in your diary

1 Get 14 hours worth of verifiable CPD at one of the leading conferences in the country for innovations in dentistry.

2 Get your Core Subject Medical Emergencies certificate with Joe Omar, who will take you through a session of BLS (basic life support) on Resus-Ann dummies and also a demonstration of the correct use of an AED (automated external defibrillator).

Medical Emergencies has the reputation of being a rather dry and theoretical subject. Not so when presented by Dr Joe Omar. Dr Omar is a Clinical Lecturer at the Eastman Dental Institute and runs a private practice in Dental Anaesthesia and Sedation in Central London with more than 200 referring dentists.

In his lively and amusing presentation Dr Omar will explain what constitutes an emergency and engage with delegates about the time-critical ways to tackle them. After establishing what problems may arise in the surgery, delegates will be shown the vital equipment needed by every dental practice, which falls into one of five key categories; oxygen, resuscitation, drug box, portable suction and defibrillation. Dr Omar will then round up by describing the key conditions likely to be encountered in the dental practice including breathing difficulties and choking and the best ways to treat them.

3 Have a chance to speak to the cream of dental manufacturing and service at the trade exhibition. Representatives from each of the companies will be on hand to guide you through the latest innovations designed to make life easier in practice.

Exhibitors include:

- The Dental Directory
- KaVo
- Enlighten
- Munroe Sutton
- Practice Works
- P&G Oral Health
- Osspray
- Wy10
- Costech
- Sybron Implant Solutions
- NSK
- Dental Protection Ltd
- QSIant

4 Learn how to manage endodontic failure with Dr Julian Webber.

Endodontic success rates vary considerably around the world from 50-90 per cent, which implies that many endodontic treatments are failing. The management of endodontic failure is one of the biggest challenges practitioners will face in modern dentistry, and as a result, many teeth are unnecessarily extracted and replaced with implants. Widely recognised as one of the country's leading voices in endodontics, Dr Julian Webber will be sharing his views on how to manage endodontic failure.

5 Let your hair down and raise some money as Smile-on, the AOG and The Dental Directory host the glittering State of the Nation Charity Ball. This will be held on Friday 7th May at the London Marriott Hotel in Grosvenor Square, London. The hotel is situated in fashionable Mayfair and just minutes from Park Lane and Oxford Street. Speaking at the charity ball will be two key speakers expressing their opinions on 'The State of the Nation.' In addition to a delicious meal and fabulous music, Channel 4's *Slumdog Secret Millionaire* Seema Sharma will provide food for thought on giving something back to dentistry.

6 Have the unique chance to get 'Hands-on' experience in a variety of disciplines including whitening, facial aesthetics and periodontics.

7 Hear the leading speakers in the subject of Whitening give their views on the latest developments. Speakers include

- Wyman Chan
- Trevor Bigg
- Sia Mirfendereski

8 Network with your colleagues and peers from around the globe in a fantastic venue, The Royal College of Physicians, Regents Park, London. The Royal College of Physicians is the oldest and most prestigious English medical foundation, incorporated by Royal Charter in 1518. Since then, for nearly 500 years, the College

has promoted the highest standards of medical practice.

In recent years, the College has created exceptional conference, meeting and banqueting facilities and is accredited to many national and international organisations such as Unique Venues of London and the International Association of Conference Centres to name a few. These facilities are enhanced by an open display of treasures and artefacts, making the College a genuinely unique venue.

9 Broaden your horizons with Dr Achim Schmidt who will be discussing aesthetics and ethics. Dr Schmidt will be drawing from his experience as a private practitioner in Munich, Germany and also as a frequent lecturer at national and international meetings.

10 Meet the team at Smile-on who will be on hand to demonstrate how they can help with education and development for the whole dental team using their extensive library of products. Come to the stand to hear about e-learning solutions such as the MSc in Restorative and Aesthetic Dentistry, in conjunction with The University of Manchester.

And as it is Smile-on's 10th Anniversary year you will be able to find out the journey they have made over the last decade and their plans for the future of healthcare learning. www.smile-on.com

The Clinical Innovations Conference will take place on Friday 7th and Saturday 8th May at the Royal College of Physicians in London.

For more information please contact us on 020 7400 8989 or email info@smile-on.com.



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